

## ORDER



**Orders**  
**Order / Rev:** 69820  
**Alt Order #:** 9854846 /Brad  
**Product Desc:** Kathleen Kane-AG  
**Estimate:**  
**Flight Dates:** 11/03/12 - 11/06/12  
**Original Date / Rev:** 11/02/12 / 11/05/12  
**Order Type:** GENERAL

**WLYH CW15**

**Primary AE:** Millennium Washington DC  
**Sales Office:** MNAT  
**Sales Region:** National

**Agency Name:** Campaign Group  
**Buying Contact:**  
**Billing Contact:**  
 1600 Locust Street  
 Philadelphia, PA 19103

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Kane/D/Attorney General  
**Demographic:** A35+  
**Product Codes:** State Attorney General  
**Priority:** P-2  
**Revenue Codes:** AGY, POL-CAND, GEN

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

| Start Date | End Date | # Spots | Gross Amount | Net Amount |
|------------|----------|---------|--------------|------------|
| 10/29/12   | 11/06/12 | 27      | \$3,335.00   | \$2,834.75 |

**Totals**

| Month         | # Spots   | Gross Amount      | Net Amount        | Rating      |
|---------------|-----------|-------------------|-------------------|-------------|
| November 2012 | 27        | \$3,335.00        | \$2,834.75        | 0.00        |
| <b>Totals</b> | <b>27</b> | <b>\$3,335.00</b> | <b>\$2,834.75</b> | <b>0.00</b> |

**Account Executives**

| Account Executive        | Sales Office | Sales Region | Start Date / End Date         | Order % |
|--------------------------|--------------|--------------|-------------------------------|---------|
| Millennium Washington DC |              |              | Start Of Order - End Of Order | 100%    |

**Order Share**

|           | Share | Total        |
|-----------|-------|--------------|
| WLYH CW15 | 3%    | \$3,335.00   |
| Market    | 100%  | \$111,166.67 |

**Competitive Share**

|       | Share | Total        |
|-------|-------|--------------|
| EHP   | 0%    | \$0.00       |
| UNKWN | 97%   | \$107,831.67 |
| WGAL  | 0%    | \$0.00       |
| WHP   | 0%    | \$0.00       |
| WHTM  | 0%    | \$0.00       |
| WPMT  | 0%    | \$0.00       |

| Ln  | Ch   | Start    | End      | Inventory Code                 | Break | Start/End Time | Days   | Len | Spots | Rate     | Pri | Rtg  | Type | Spots | Amount   |
|-----|------|----------|----------|--------------------------------|-------|----------------|--------|-----|-------|----------|-----|------|------|-------|----------|
| N 1 | WLYH | 11/03/12 | 11/05/12 | M-F 11p-1130p<br>M-F 11p-1130p | CM    | 11p-1130p      | M----- | :30 | 2     | \$50.00  | P-2 | 0.00 | NM   | 2     | \$100.00 |
| N 2 | WLYH | 11/03/12 | 11/05/12 | M-F 7-730p<br>M-F 7p-730p      | CM    | 7p-730p        | M----- | :30 | 2     | \$275.00 | P-2 | 0.00 | NM   | 9     | \$750.00 |

WLYH CW15

| Ln          | Ch        | Start             | End   | Inventory Code                               | Break | Start/End Time        | Days            | Len           | Spots | Rate                  | Pri | Rtg        | Type        | Spots | Amount     |
|-------------|-----------|-------------------|---|--|-------|-----------------------|-----------------|---------------|-------|-----------------------|-----|------------|-------------|-------|------------|
| N 2         | WLYH      | 11/03/12          | 11/05/12  | M-F 7-730p<br>M-F 7p-730p                    | CM    | 7p-730p               | M-----          | :30           | 2     | \$275.00              | P-2 | 0.00       | NM          | 9     | \$750.00   |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>  |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 1           | WLYH      | 11/03/12-11/05/12 | M-F 7-730p<br>See MG 2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10<br>[No Avail]                           |  |       | 7p-730p               | M-----          | :30           |       | <del>(\$275.00)</del> |     | 0.00       | NM          |       |            |
| 3           | WLYH      | 11/06/12-11/06/12 | M-F 11a-12p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]   |  |       | 11a-12p               | -T-----         | :30           |       | \$55.00               |     | 0.00       | NM          |       |            |
| 4           | WLYH      | 11/06/12-11/06/12 | M-F 12p-1p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]  |  |       | 12p-1p                | -T-----         | :30           |       | \$55.00               |     | 0.00       | NM          |       |            |
| 5           | WLYH      | 11/06/12-11/06/12 | M-F 12p-1p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]  |  |       | 12p-1p                | -T-----         | :30           |       | \$55.00               |     | 0.00       | NM          |       |            |
| 6           | WLYH      | 11/06/12-11/06/12 | M-F 1p-2p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]   |  |       | 1p-2p                 | -T-----         | :30           |       | \$80.00               |     | 0.00       | NM          |       |            |
| 7           | WLYH      | 11/06/12-11/06/12 | M-F 2p-3p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]   |  |       | 2p-3p                 | -T-----         | :30           |       | \$80.00               |     | 0.00       | NM          |       |            |
| 8           | WLYH      | 11/06/12-11/06/12 | M-F 2p-3p<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]   |  |       | 2p-3p                 | -T-----         | :30           |       | \$80.00               |     | 0.00       | NM          |       |            |
| 9           | WLYH      | 11/06/12-11/06/12 | M-F 9a-10a<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]  |  |       | 9a-10a                | -T-----         | :30           |       | \$35.00               |     | 0.00       | NM          |       |            |
| 10          | WLYH      | 11/06/12-11/06/12 | M-F 9a-10a<br>Ⓜ MG for 3.2,2.1<br>[MG within Flight]  |  |       | 9a-10a                | -T-----         | :30           |       | \$35.00               |     | 0.00       | NM          |       |            |
| N 3         | WLYH      | 11/03/12          | 11/05/12  | M-F 730p-8p<br>M-F 730p-8p                   | CM    | 730p-8p               | M-----          | :30           | 2     | \$200.00              | P-2 | 0.00       | NM          | 1     | \$200.00   |
| <u>Spot</u> | <u>Ch</u> | <u>Date Range</u> | <u>Description</u>  |  |       | <u>Start/End Time</u> | <u>Weekdays</u> | <u>Length</u> |       | <u>Rate</u>           |     | <u>Rtg</u> | <u>Type</u> |       |            |
| 2           | WLYH      | 11/03/12-11/05/12 | M-F 730p-8p<br>See MG 2.3,2.4,2.5,2.6,2.7,2.8,2.9,2.10<br>[Due to Political] Due to Political |  |       | 730p-8p               | M-----          | :30           |       | <del>(\$200.00)</del> |     | 0.00       | NM          |       |            |
| N 4         | WLYH      | 11/03/12          | 11/05/12  | M-F 10p-1030p News<br>CBS 21 News on CW 15   | CM    | 10p-1030p             | M-----          | :30           | 2     | \$125.00              | P-2 | 0.00       | NM          | 2     | \$250.00   |
| N 5         | WLYH      | 11/03/12          | 11/05/12  | Sa-Su 10p-1030p News<br>CBS 21 News on CW 15 | CM    | 10p-1030p             | -----SS         | :30           | 2     | \$120.00              | P-2 | 0.00       | NM          | 2     | \$240.00   |
| N 6         | WLYH      | 11/03/12          | 11/05/12  | Big East Football<br>Big East Football       | CM    | Various               | -----S-         | :30           | 3     | \$70.00               | P-2 | 0.00       | NM          | 3     | \$210.00   |
| N 7         | WLYH      | 11/03/12          | 11/05/12  | Sat Reg 1<br>Sat 8p-9p                       | CM    | 8p-9p                 | -----S-         | :30           | 1     | \$150.00              | P-2 | 0.00       | NM          | 1     | \$150.00   |
| N 8         | WLYH      | 11/03/12          | 11/05/12  | Sat Reg 2<br>Sat 9p-10p                      | CM    | 9p-10p                | -----S-         | :30           | 1     | \$175.00              | P-2 | 0.00       | NM          | 1     | \$175.00   |
| N 9         | WLYH      | 11/03/12          | 11/05/12  | Sun Reg 2<br>Sun 8p-9p                       | CM    | 8p-9p                 | -----S          | :30           | 1     | \$150.00              | P-2 | 0.00       | NM          | 1     | \$150.00   |
| N 10        | WLYH      | 11/03/12          | 11/05/12  | Sun Reg 3<br>Sun 9p-10p                      | CM    | 9p-10p                | -----S          | :30           | 1     | \$135.00              | P-2 | 0.00       | NM          | 1     | \$135.00   |
| N 11        | WLYH      | 11/03/12          | 11/05/12  | Mon Reg 1<br>Mon 8p-9p                       | CM    | 8p-9p                 | M-----          | :30           | 1     | \$400.00              | P-1 | 0.00       | NM          | 1     | \$400.00   |
| N 12        | WLYH      | 11/03/12          | 11/05/12  | Mon Reg 2<br>Mon 9p-10p                      | CM    | 9p-10p                | M-----          | :30           | 1     | \$475.00              | P-1 | 0.00       | NM          | 1     | \$475.00   |
| N 13        | WLYH      | 11/03/12          | 11/05/12  | Sa 6p-7p<br>Sa 6p-7p                         | CM    | 6p-7p                 | -----S-         | :30           | 2     | \$50.00               | P-3 | 0.00       | NM          | 2     | \$100.00   |
| Totals      |           |                   |   |  |       |                       |                 |               |       |                       |     |            |             | 27    | \$3,335.00 |